

The Immunization Partnership

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THE
IMMUNIZATION
PARTNERSHIP

www.immunizeUSA.org

The Immunization Partnership

- **Vision** » A community protected from vaccine-preventable diseases.
- **Mission** » To eradicate vaccine-preventable diseases by educating the community, advocating for evidence-based public policy and promoting immunization best practices.

TIP PROGRAMS



What is a Coalition?

- A group of organizations and individuals who **work together** to address a shared concern and **accomplish a common goal**.
- They do this by providing a forum to:
 - **Share** ideas and strategies
 - **Distribute** responsibilities and risk.
 - **Build** consensus around key issues.
 - **Engage** in coordinated action.
 - **Maximize** talents.
 - **Build** relationships.





Why Coalitions Form

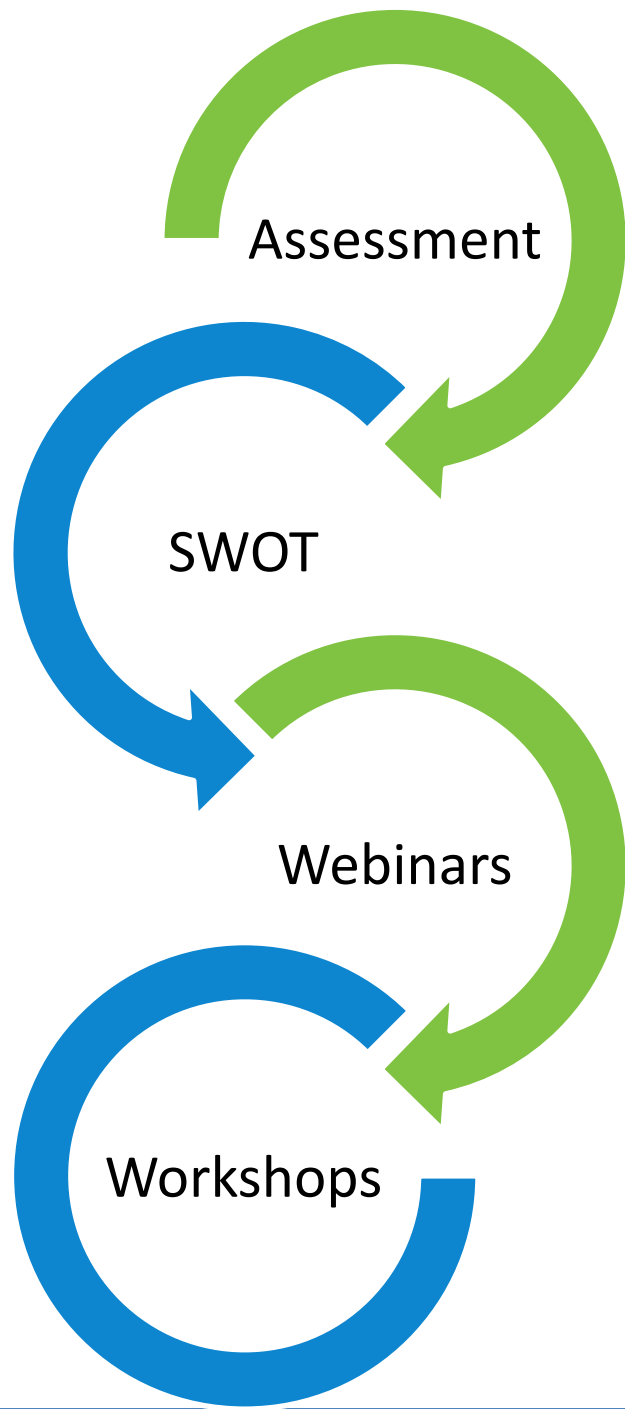
- Respond to an opportunity
- Respond to a threat or event such as a disease outbreak
- Expand organizations' limited time, expertise, resources, service, media coverage, contact with populations or influence.

Steps for Building an Effective Coalition

- **Engage** your leadership team
- **Recruit** diverse community organizations and convene the coalition
- **Develop** a Community Action Plan (CAP) with feasible and appropriate goals, objectives, and strategies
- **Implement** and sustain policy and environmental change strategies to reach goals
- **Evaluate** and improve the coalition and its strategies

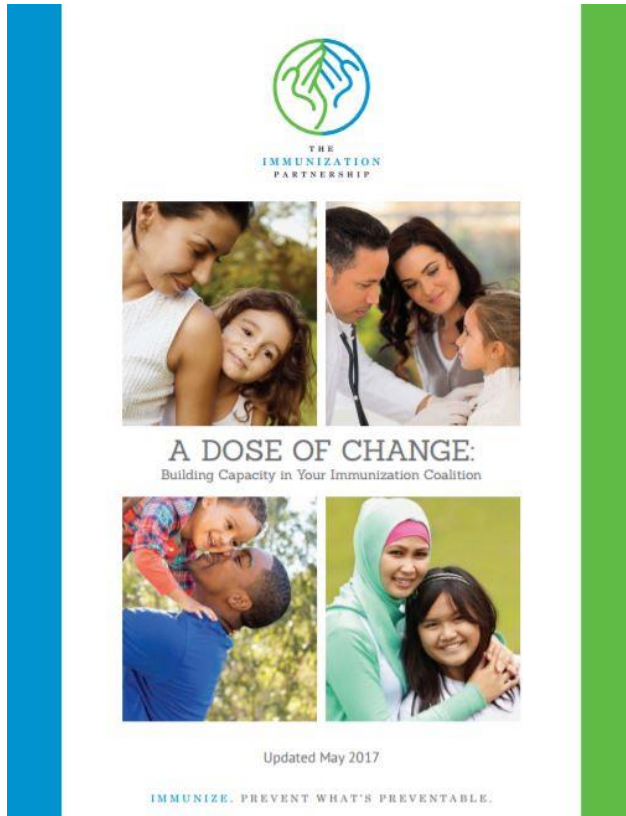
IMMUNIZATION
COALITIONS PLAY A
KEY ROLE IN THE
FIGHT AGAINST
DISEASES!





Coalition Capacity Building Project Process

Toolkit



- The toolkit includes:
 - Strategies for improving immunization coverage rates.
 - Practical information on establishing, managing, and sustaining a coalition.
 - Background information provided by DSHS regarding vaccinations and public health.
 - Instructions on developing a communications plan.

Webinars 2018

How to Form a Coalition

Strategic Planning for Immunization Coalitions

How to Develop a Media and Communications Plan for Immunization Coalitions

Strategies for increasing pregnant women's vaccination rates in Texas

Strategies for promoting vaccines in Texas and educating the public regarding vaccine safety

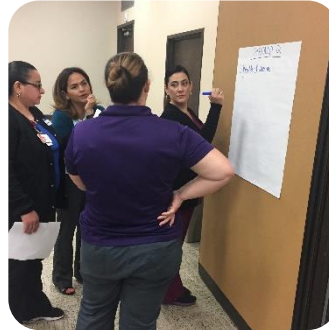
Strategies for increasing vaccination rates for first responders in Texas



Workshops



**Communications
Strategies for
Community
Engagement**



**Health Event
Planning for
Community
Engagement**



**Partnership
Development**



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Stakeholder Meetings

Houston

March 15,
2018

Laredo

May 10, 2018

Midland

Lufkin

Beaumont

**San
Antonio**

**Corpus
Christ**

Amarillo



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Thank you!

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